



DESTINATION CHOICE BEHAVIOR OF GENERATION Z TOURISTS IN VIETNAM: ASSESSING THE ROLE OF TIKTOK SHORT VIDEOS

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Abstract. This study applies the extended Information Acceptance Model to examine the impact of short videos on TikTok social media on the decision to choose the destination of Generation Z tourists in Hanoi, Vietnam. A total of 356 survey responses from tourists at various tourist sites in Hanoi were collected. The results from cluster analysis and structural equation modeling indicate that for Generation Z in Vietnam, information needs and source credibility are the two most significant factors driving the choice of travel destinations. This study contributes to the growing body of experimental research on the impact of short videos on TikTok within the context of tourism marketing and consumer decision-making in the digital environment. These findings will assist tourism marketers in utilizing short-video sharing platforms more effectively as part of future marketing strategies.

Keywords: short video, Gen Z, tourist behavior, Hanoi, TikTok, destination

1 Introduction

In the current era, the rapid development of the internet and technology has profoundly altered the way individuals access information, primarily through online platforms [1–3]. Short videos on social media have become a powerful communication tool capable of creating a significant intuitive perception. These videos directly influence the viewer's visual senses and emotions, making the information more relatable and easier to absorb and fostering strong emotional connections between the information and users of social media platforms.

TikTok is a Chinese music video and social media platform. It is used to create short music videos, lip-syncing, dancing, comedy, talent videos ranging from 3 to 15 seconds, and looping videos from 3 to 60 seconds. TikTok began as a Douyin application, first launched by ByteDance

for the Chinese market in September 2016. Subsequently, TikTok was introduced in 2017 for iOS and Android in most markets outside mainland China. Although it appeared later than major social networks such as Facebook, Instagram, and Twitter (X), the platform quickly established its powerful influence on global users. According to statistics, TikTok reached 2 billion global users by 2024, accounting for approximately 90% of the total internet users in countries such as Vietnam, Chile, and Thailand, surpassing Instagram and Facebook [4]. This rapid growth has attracted the attention of governments, businesses, and global corporations, prompting them to explore the operational mechanisms, content, and technological factors behind TikTok's success. Simultaneously, the academic community has begun to study TikTok from a scientific perspective, aiming to analyze, evaluate, and measure the impact of this platform on the public, thereby offering solutions in fields such as business, management, and consumer behavior.

In the tourism sector, TikTok has quickly become a significant platform for promoting tourism due to its defining feature of short videos. Not only does it share travel moments, but TikTok also serves as a space for creating and spreading new trends, suggesting unique destinations, and sparking curiosity and the desire to explore among viewers. This service helps users shape their travel destination choices through dynamic and visual videos [5]. Particularly for Generation Z tourists—a group of young, dynamic individuals closely connected to social media—TikTok has become an indispensable tool in making travel decisions. The app strongly influences Generation Z's travel behavior because it creates vivid, easily accessible, and shareable visual experiences. TikTok not only provides information but also fosters an emotional connection between viewers and destinations through images, sound, and inspirational content, thus driving the formation of travel intentions and behaviors [6–8].

Current research on TikTok primarily focuses on two main directions. The first direction examines TikTok's role in shaping tourism destinations' image and marketing strategies. Gan et al. [9] demonstrated that the interaction between visual perspectives, content, and narrative appeal in videos can significantly impact viewers' travel intentions. Furthermore, Tham et al. [10] analyzed TikTok's marketing strategy in the tourism sector, emphasizing the important role of short videos in building and promoting destination brands, especially in renowned tourist cities like Penang, Malaysia. The second direction of research focuses on exploring the acceptance and use of information from TikTok short videos, with the application of theories such as the Technology Acceptance Model (TAM), the Attitude-Behavior Model (VAB), the Stimulus-Organism-Response model (S-O-R), and Unified Theory of Acceptance and Use of Technology 2 (UTAUT2). Wang et al. [11] used the SVA-TAM model to analyze users' travel behaviors, finding that factors such as the usefulness and ease of use of TikTok significantly influence travel intentions. Fong et al. [8] studied the impact of TikTok videos on Generation Z's travel intentions, indicating that short videos can change travel behaviors, primarily through behavioral change techniques. Liu et al. [7] also emphasized the role of the "flow" experience in maintaining TikTok

usage intentions, thus driving subsequent travel behaviors. Zhou et al. [5] showed that perceived trust and hedonic motivation are the two most important factors driving the actual behavior of Generation Z and Millennial travelers.

From the literature review, two main research gaps are evident. First, although psychological-behavioral models and technology acceptance models (TAM, UTAUT2, SVA, etc.) have been used, few studies have applied the Information Acceptance Model (IAM) in the context of travel destination choices. The IAM has been extensively utilized in prior research and has demonstrated its effectiveness in examining the impact of information acceptance on consumer behavior. Within the tourism domain, this theoretical framework offers a more comprehensive understanding of how users receive and process information from short-form videos on TikTok, thereby influencing their decision-making regarding travel destinations. Second, most current empirical studies are conducted in countries with different cultural and social contexts from Vietnam, making it challenging to apply the findings to the tourism industry in Vietnam.

Therefore, this study will address these two research gaps by applying and expanding the IAM to analyze the impact of information quality, source credibility, tourist experience knowledge, and user engagement on accepting information about travel destinations and decision-making regarding destination selection, especially for Hanoi. Extending the IAM in this research not only facilitates a deeper understanding of consumer behavior in the context of receiving tourism-related information from short-form videos on TikTok but also offers practical solutions by establishing a scientific basis for Hanoi City to evaluate the effectiveness of utilizing TikTok short videos in tourism promotion. Consequently, it enables the formulation and implementation of more targeted marketing strategies on this platform, thereby enhancing destination image, attracting younger tourists, and contributing to the sustainable development of local tourism.

2 Theoretical Background

2.1 The Information Acceptance Model (IAM)

The Information Acceptance Model (IAM) was proposed by Sussman et al. in 2003. The premise of IAM is built upon the Elaboration Likelihood Model (ELM), the Technology Acceptance Model (TAM), and the Theory of Planned Behavior (TPB). IAM has been widely used in research on online communication [12]. The authors argue that the recipient must first evaluate its usefulness to accept a particular piece of information. This evaluation is based on two factors: the quality of the arguments presented and the peripheral cues in the message. The quality of the arguments is considered the intrinsic value of the information, while the peripheral cues refer to issues that are not the primary focus of the message [13]. When an individual is motivated and able to comprehend the arguments within a message, the quality of the arguments will determine the

extent to which the information influences them. Conversely, when an individual is unmotivated or unable to understand the arguments, peripheral cues will dictate the information's influence [13]. Referring to these peripheral cues is akin to evaluating the information source's appeal, likability, and trustworthiness.

The IAM provides a robust theoretical framework for understanding and explaining how Generation Z perceives and processes tourism-related information from short videos on TikTok. This model aids researchers and marketers in gaining deeper insights into the factors influencing tourists' destination choices, including information quality, source credibility, and the emotional and psychological aspects of the viewers. Applying IAM makes it possible to develop effective tourism marketing strategies, particularly for Generation Z, who are becoming the primary consumer group in the tourism industry today.

2.2 Gen Z – Characteristics and travel behavior

Generation Z refers to individuals born between approximately 1996 and 2010 [1, 14, 15, 16]. As of now, this generation constitutes approximately 32% of the global population, surpassing the Millennial generation (31.5%) in terms of size [14]. According to Priporas et al. [17], this group differentiates itself from previous generations due to widespread exposure to and familiarity with modern technology. Their inclination to embrace novelty and active participation in social media platforms [18] has endowed them with impressive abilities to absorb new ideas. Generation Z, known for its strong educational foundation and sophistication, is the most digitally connected generation, actively engaging with various digital tools and social communities. As Generation Z evolves, marketers will face new challenges in adjusting communication strategies to align with this group's constantly changing shopping habits.

In the tourism sector, Generation Z tourists are globally conscious, moving freely across borders and prioritizing travel. 65% of Generation Z travelers rate "traveling and seeing the world" as the most important way to spend money [19]. Although budget-conscious, Generation Z is willing to spend more on experiential travel that allows them to explore life like a local rather than as a tourist. Generation Z is also a tech-savvy and digitally immersed generation. When consuming online information, they prioritize social media platforms and short-form videos such as TikTok and Instagram, where they can access travel information dynamically and quickly. Generation Z tends to seek information from reliable sources such as influencers or those with real-life experiences, favoring content that is easily digestible and emotionally engaging. They frequently engage in online discussions, sharing and seeking advice from friends and family before making decisions. The influence of short videos and online reviews allows Generation Z to form impressions and make travel destination decisions with ease quickly.

3 Hypotheses and research model

3.1 Hypotheses development

Information quality

Information quality refers to the accuracy, reliability, usefulness, and clarity of information, particularly when received through digital platforms. Information quality plays a crucial role in shaping impressions and influencing tourists' destination choices in the tourism sector. According to Gupta and Dogra [20], information about travel destinations through social media platforms can help reduce information asymmetry, assisting tourists in making more accurate decisions. TikTok, with its dynamic, easily accessible, and highly entertaining videos, helps tourists visualize destinations more clearly, thereby enhancing their appeal and increasing the likelihood of destination selection. Li's [6] research suggests that factors such as the vibrancy and usefulness of TikTok videos positively impact users' travel intentions. Similarly, Zhou et al. [5] affirm that credibility and entertainment motivation from TikTok videos are crucial factors influencing the destination choice behavior of Generation Z. Based on these arguments, we propose:

Hypothesis 1: Information quality from travel videos on TikTok social media positively impacts the perceived usefulness of information about travel destinations.

Source credibility

Source credibility is critical in determining whether consumers accept and trust information. Consumers, particularly Generation Z tourists, are more likely to take and use the information to make decisions when the information source is deemed trustworthy. According to Nilashi et al. [21], when consumers highly value the credibility of a source, they are willing to accept the information without doubt. Tormala and Petty [22] also emphasize that when the source of information is trusted, consumers readily accept the information and are more likely to change their behavior. For Generation Z, who grew up with technology and social media, the credibility of short videos on platforms like TikTok significantly influences their travel destination choices. Research by Saleem and Ellahi [23] and Tien et al. [24] shows that when Generation Z trusts sources of information, such as travel videos from influencers on TikTok, they are more likely to accept the information and alter their travel behavior. Ismagilova et al. [25] also assert that the credibility of information sources helps validate the authenticity and reliability of the information, thereby creating a strong persuasive effect on Generation Z, especially when they use TikTok to seek travel destination information. Based on these arguments, the following hypothesis is proposed:

Hypothesis 2: The credibility of information sources from short videos on TikTok social media positively affects the perceived usefulness of information about travel destinations.

Tourists' information needs

Generation Z is known for its strong connection to technology and social media platforms, especially TikTok, where they seek travel information and new trends. Tourists' information needs about destinations may be crucial in determining the level of acceptance and the impact of information on their perception of the usefulness of destination-related information. Studies show that when consumers are interested in a product or service, they tend to spend more time researching and absorbing related information [12, 13]. Individuals with higher levels of interest are more likely to focus and closely observe the content of the message, seeking persuasive arguments and dedicating more time to refining their initiative. This interest drives the decision-making process regarding destination selection. Therefore, the following hypothesis is proposed:

Hypothesis 3: Information needs from travel videos on TikTok social media positively impact the perceived usefulness of information about travel destinations.

Entertainment value

The entertainment value of short videos on social media, particularly TikTok, refers to the ability of videos to provide enjoyment, relaxation, and excitement for the viewer [26]. This is often achieved through the combination of visually appealing elements, dynamic sound, humorous content, unexpected situations, or captivating moments [27, 28]. Entertainment helps viewers feel relaxed and entertained and encourages them to continue watching and interacting with the content [29]. For travel videos, entertainment value can increase the sense of closeness to the destination, stimulate curiosity, and encourage viewers to make actual travel decisions. Therefore, the following hypothesis is proposed:

Hypothesis 4: The entertainment value of travel videos on TikTok social media positively affects the perceived usefulness of information about travel destinations.

Perceived usefulness and information acceptance

In the process of selecting a destination, short videos serve as one of the channels through which Generation Z tourists collect information [30], and their informativeness can significantly influence travel decisions. Studies indicate that when users perceive information as applicable, they are more likely to trust and accept that information [12]. Yue and Li [26] also show that useful information helps consumers make more accurate decisions and increases their level of information acceptance. Furthermore, the perceived usefulness of information strengthens consumers' trust in the information source, directly influencing their travel decisions [27]. Based on these arguments, the following hypothesis is proposed:

Hypothesis 5: The perceived usefulness of destination information in short travel videos on TikTok social media positively influences information acceptance about the destination.

Information adoption and destination choice

Information adoption directly impacts on consumers' attitudes and behaviors [31]. In selecting travel destinations, short videos on TikTok social media play a crucial role in providing information about the destination. When users perceive the information in a video as valid and valuable, they are more likely to trust and accept it, thereby increasing the likelihood of selecting the destination featured in the video [32]. Studies show that information acceptance can significantly promote travel decisions [9]. Yue and Li [26] also indicate that useful information increases acceptance levels and strengthens trust in the information source, directly influencing destination choices. Thus, the following research hypothesis is proposed:

Hypothesis 6: Information adoption about a destination positively influences Generation Z tourists' decision to select a destination.

3.2 Research model

Based on the theoretical IAM model and the behavioral characteristics of Generation Z tourists, the author proposes a research model to examine the impact of short videos on TikTok social media on the decision-making process regarding destination selection, as Figure 1.

4 Research methodology

This study adopts a mixed-methods approach, combining both qualitative and quantitative methodologies. The qualitative approach employed document collection and desk research techniques to identify the factors of short videos on the TikTok platform that influence the behavior of Generation Z tourists. Based on this, hypotheses and a conceptual model were constructed. The quantitative method is employed to empirically assess how each identified factor affects Generation Z tourists' destination selection decisions.

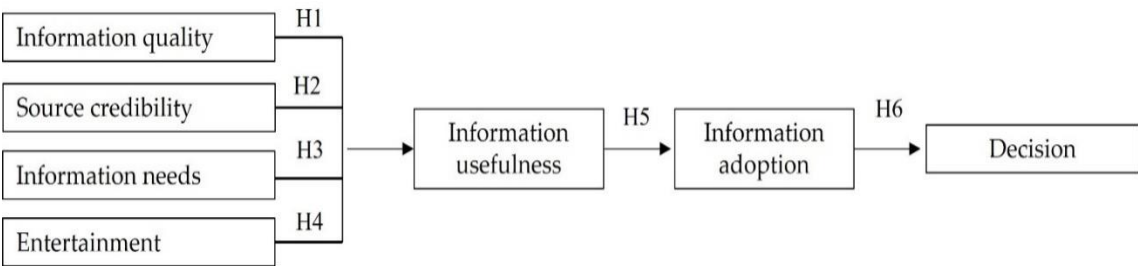


Figure 1. Proposed research model

This study builds upon the measurement scales from previous studies by Chowdhury et al. [33], Erkan & Evans [34], Moradi & Zihagh [35], Nilashi et al. [21], and Yue & Li [26] for each latent concept. The preliminary measurement scale initially consisted of 36 observed variables. To ensure the compatibility of the scales with the research context in Vietnam, open interviews were conducted with five tourism experts and 15 Generation Z tourists to refine the content of the observed variables on a Likert scale from 1 to 5. After the adjustments, 32 observed variables were selected to construct the official questionnaire.

The sampling method employed in this study was non-probability sampling using a convenience sampling approach, targeting Generation Z tourists (aged 18–29) at selected tourism sites in Hanoi, including the Temple of Literature – Imperial Academy, the Pedestrian Street, the Imperial Citadel of Thang Long, Hoa Lo Prison, and the Ho Chi Minh Mausoleum Complex. Data collection was conducted between March 5 and March 10, 2025. These five locations are among the most popular tourist attractions in Hanoi, frequently chosen by visitors to the city. Four hundred questionnaires were distributed to Generation Z tourists, with 370 responses returned, achieving a response rate of 90%. After eliminating incomplete or nearly identical responses, 356 valid questionnaires were retained. The sample size meets the minimum sample size requirements for PLS-SEM [36].

In this study, we employed PLS-SEM (Partial Least Squares Structural Equation Modeling) to estimate the measurement and structural models using Smart PLS software version 4.1.0. The model was validated using the Partial Least Squares (PLS) technique, which is flexible with distribution assumptions and suitable for small sample sizes [36], [37]. First, the PLS algorithm was run to assess the reliability and readiness of the measurement model. Then, the bootstrapping algorithm was used to test the structural model and the hypotheses.

5 Results and Discussion

5.1 Results

Sample characteristics

Descriptive statistics detailing the demographic characteristics of the respondents are presented in Table 1.

Evaluation of the measurement model

Confirmatory Factor Analysis (CFA) was performed to assess the measurement scales' reliability, convergent validity, and discriminant validity. Reliability was evaluated using Cronbach's alpha coefficient and Composite Reliability (CR). Convergent validity was tested by calculating the Average Variance Extracted (AVE).

Table 1. Demographics of the research sample (n = 356)

Measure	Items	Frequency	Percentage (%)
Gender	Male	162	45,5
	Female	192	53,9
	Other	05	0,6
Age	18–21	134	37,6
	22–25	108	30,3
	26–29	114	32,1
Education	Secondary and less	10	2,8
	Graduate	265	74,4
	Postgraduate	81	22,8
Regions	North	179	50,3
	Middle	101	28,4
	South	76	21,3

Source: Data analysis, 2025

Table 2 summarizes the measurement items and structural statistics. As shown in Table 2, all Cronbach's alpha and CR values exceeded the recommended threshold of 0.7, as suggested by Nunnally [38] and Hair et al. [36], confirming the internal consistency of these scales. Additionally, the Composite Reliability (CR) of the remaining constructs also surpassed the minimum recommended value of 0.7 [39], indicating strong shared variance among the indicators.

Convergent and discriminant validity were assessed regarding the validity of the measurement scales. The Average Variance Extracted (AVE) values for the constructs, listed in Table 2, ranged from 0.805 to 0.875, and the factor loadings for each variable were greater than 0.6, indicating that the convergent validity meets the required standards [40].

The Variance Inflation Factor (VIF) values of all observed variables are below 3, in accordance with the recommendation of Hair [36], indicating the absence of multicollinearity among the variables in the model.

Additionally, the square root of the AVE for all constructs was greater than the correlations between the latent constructs in the model (Table 3), confirming that the constructs exhibit the required discriminant validity [40].

Table 2. Measurement scale results

Construct	Item	Standardized Loading	VIF	AVE	CR	Cronbach's alphas
Information quality	IQ1	0.784	1.730	0.623	0.868	0.862
	IQ2	0.788	1.559			
	IQ3	0.788	1.678			
	IQ4	0.796	1.543			
Source credibility	SC1	0.793	1.679	0.653	0.883	0.822
	SC2	0.817	1.773			
	SC3	0.856	2.081			
	SC4	0.764	1.550			
Information need	IN1	0.832	1.847	0.631	0.872	0.805
	IN2	0.802	1.774			
	IN3	0.777	1.515			
	IN4	0.764	1.532			
Entertainment	EN1	0.810	1.914	0.716	0.909	0.867
	EN2	0.882	2.553			
	EN3	0.877	2.388			
	EN4	0.812	1.997			
Information Usefulness	IU1	0.799	1.651	0.638	0.876	0.811
	IU2	0.812	1.757			
	IU3	0.772	1.538			
	IU4	0.811	1.732			
Information adoption	IA1	0.863	2.311	0.728	0.914	0.875
	IA2	0.878	2.550			
	IA3	0.851	2.332			
	IA4	0.820	1.776			
Decision to choice destination	DE1	0.862	2.058	0.707	0.906	0.862
	DE2	0.849	2.121			
	DE3	0.827	1.929			
	DE4	0.824	2.016			

Source: Data analysis, 2025

Table 3. Discriminant validity of key constructs

	DE	EN	IA	IN	IQ	IU	SC
DE	0.841						
EN	0.625	0.846					
IA	0.726	0.545	0.853				
IN	0.609	0.559	0.467	0.794			
IQ	0.658	0.607	0.636	0.587	0.789		
IU	0.718	0.609	0.663	0.654	0.678	0.799	
SC	0.623	0.491	0.735	0.423	0.636	0.622	0.808

The bold value provided in Table 3 is the square root of the AVE for each construct.

Source: Data analysis, 2025

5.2 Structural model assessment

The conceptual model and research hypotheses were tested using SmartPLS 4.0. The results are presented in Table 4 and Figure 2. The bootstrapping technique with 5000 resamples was applied to test the proposed hypotheses.

The path coefficients are significant at the 1% significance level, as default in SmartPLS (Figure 2). The hypothesis was tested by examining the path coefficients (beta) between the latent constructs and their significance levels. As shown in Table 4, all paths are statistically significant.

Table 4. Path coefficients and R² of the structural model

Hypo.	Path	Original Sample (O)	T Statistic (O/SRDEV)	p-value	Results
H1	IQ → IU	0.222	3.765	0.000	Supported
H2	SC → IU	0.264	3.380	0.001	Supported
H3	IN → IU	0.318	5.150	0.000	Supported
H4	EN → IU	0.166	2.508	0.000	Supported
H5	IU → IA	0.663	11.782	0.000	Supported
H6	IA → DE	0.726	16.006	0.000	Supported
Construct					R ²
DE					0.525
IA					0.437
IU					0.617

Source: Data analysis, 2025

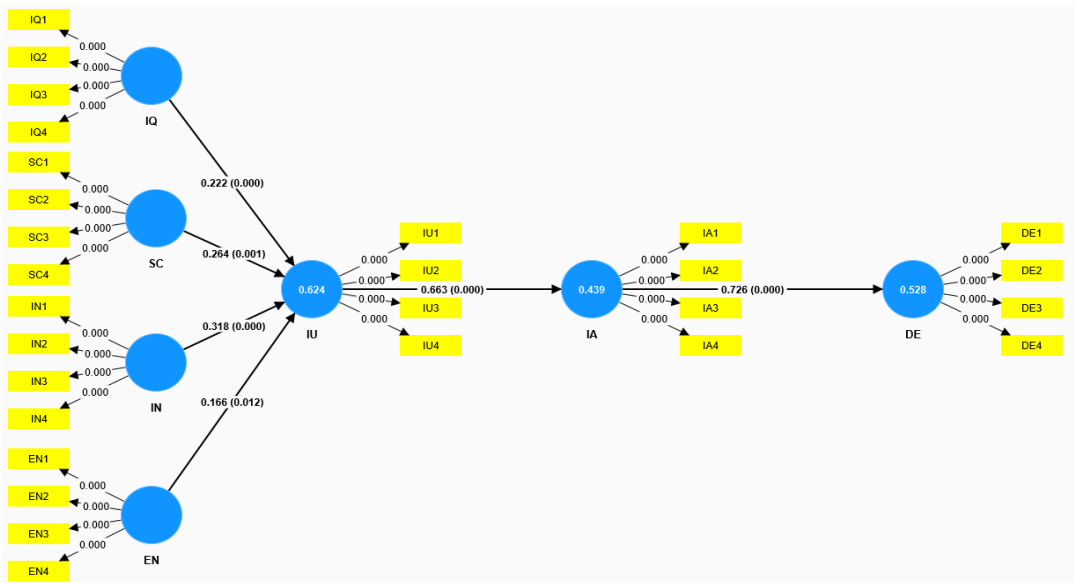


Figure. 2. Final structurally validated model

Source: Data analysis, 2025

The relationship between IA and DE is the strongest compared to other pairs of variables, while the relationship between EN and IU is the weakest.

According to Hair et al. [36], an R^2 value of 0.20 is considered high in research fields such as consumer behavior. In this study, the R^2 value for the perceived usefulness of information from short videos on the TikTok platform is 0.617, which is explained by information quality, source credibility, information needs, and entertainment value. The R^2 value for information acceptance from the short videos on TikTok is 0.437, which is explained by the perceived usefulness of the information. The decision-making process for travel destination selection, the primary dependent variable in the model, has an R^2 value of 0.525. Overall, the developed model demonstrates a significant explanatory power.

6 Discussion and implications

6.1 Discussion

Generation Z tourists, who have grown up with technology and social media, tend to easily absorb travel information through short videos, subsequently influencing their destination choice behavior. The impact of short travel videos on the TikTok platform on destination selection behavior has been studied by several authors [26, 30, 41]. However, there is still limited research on this topic, both globally and in Vietnam.

The structural equation modeling analysis results confirmed that the characteristics of the information from short videos on TikTok and Generation Z tourists' behaviors regarding the information from these videos significantly impact their destination choice decisions. Consistent with the findings from the IAM, the positive correlation between information quality, source credibility of short TikTok videos, and the perceived usefulness of the information is confirmed through this study and the research of Saleem & Ellahi [23], Yue & Li [26], and Tien et al. [24]. When destination videos are accompanied by positive reviews from influencers and real-life events, the destination establishes a trustworthy image, leading to a more favorable attitude towards the destination by tourists. The analysis also reinforces the role of behavior concerning the information from TikTok videos. Information needs from TikTok videos are the most significant precursor in shaping destination selection behavior. When individuals have a positive attitude and a desire to seek information from short videos on TikTok, they tend to evaluate the information from these videos as applicable, thus increasing the likelihood of information acceptance. Source credibility is also a key factor in determining whether the information is useful before acceptance. These results are consistent with the conclusions of Chi & Nghiem [42], Thao & Hai [43], and Wang & Nguyen [44]. Short videos are a medium for quickly conveying messages and a subtle bridge between the destination and tourists. The findings of this study confirm the positive relationship between the entertainment value of the information in short videos and the perceived usefulness of the information, which aligns with the results of Thao & Hai [43] and Yue & Li [26]. Finally, when information from short TikTok videos is perceived as applicable by tourists, they are more likely to accept the information and make a higher probability decision to select the destination, even recommending the destination to others [8, 26, 29].

6.2 Implications

This study expands the IAM model by incorporating information needs and entertainment value factors, making it more relevant to Generation Z tourists and the context of information from short videos on social media platforms. The findings highlight the importance of information needs in enhancing the perception of usefulness, which, in turn, influences information acceptance and destination choice behavior among Generation Z tourists. This paper suggests that the need for information should not be overlooked when studying the psychology of Generation Z tourists in the context of information reception from short videos on social media related to their destination selection goals.

The research results show that information needs are the most important precursor in perceiving the usefulness of information, thus playing a vital and positive role in Generation Z's destination selection behavior. To meet the information needs of Generation Z tourists on TikTok, promotional videos should provide clear, detailed information about the destination, such as unique activities, standout services, or novel experiences that align with the preferences and

trends of Generation Z. Videos should ensure high information quality by collaborating with reliable sources and obtaining validation from experts or influencers, thereby increasing the source credibility. The information must be helpful to address tourists' practical questions, such as distinctive activities or travel tips. Additionally, to capture Generation Z's attention, videos should have high entertainment value, utilizing creative imagery and music to make the information engaging and easy to absorb. When the information is entertaining, accurate, and valuable, it increases information adoption, promoting the destination choice decision.

7 Conclusion

This study extends the IAM model to examine the impact of short videos on TikTok social media on the destination choice behavior of Generation Z tourists. The research shows that short TikTok videos significantly impact the destination choices of Generation Z tourists in Vietnam. Factors such as information quality, source credibility, information needs, and entertainment all directly influence the perceived usefulness of the information, which subsequently affects information adoption and influences the destination choice decision of Generation Z tourists in Vietnam. These findings emphasize that destination promotion videos should combine high-quality, reliable information with entertainment elements to attract Generation Z, thus encouraging their destination choices. The results also suggest that utilizing TikTok videos as an effective tourism marketing tool can increase Generation Z's travel intentions, especially when the information provided is valid and easily accessible.

Although this study was rigorously conducted, future research needs to address some limitations. First, the survey sample primarily consists of Generation Z tourists in Vietnam, meaning the results reflect the behavior of a specific group within a particular cultural context. To gain a more comprehensive understanding of the impact of short TikTok videos on destination selection, it is necessary to expand the study population to include other generations and international tourists, thus providing deeper insights into the differences in travel behavior among different consumer groups. Second, the current research model explains only 52.8% of the destination choice decisions of Generation Z tourists, indicating that many factors remain unexplored and insufficiently explained. Additional factors such as curiosity, risk perception, and destination image should be incorporated to improve the model's accuracy and explanatory power. These findings will help build a more comprehensive and in-depth model, providing practical recommendations for future tourism marketing strategies.

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